

## 25 SOUTHWESTERN MEN GIVEN IN CASUALTIES FOR SATURDAY

Supplementary List Corrects Large Number of Previously Reported Casualties; Roll Includes 107 Died of Disease, 101 Died of Wounds, 3 Died in Airplane Accidents, and 14 of Accident and Other Causes.

(Continued from previous page.)

Albert Hammett, St. Paul, Minn.  
Francis J. McDevitt, New York, N. Y.  
Perry H. Spier, Knapville, Ohio.  
Albert J. Bennett, Hoboken, N. J.  
Vivian A. Emery, Brooklyn, Mass.  
Arthur E. Gaudin, Worcester, Mass.  
Charles Gray, Warren, Pa.  
Emil A. Hark, Buffalo, N. Y.  
John Alexander O'Sullivan, Stoney Point, N. Y.  
James G. Quigley, Rochester, N. Y.  
Edmond R. Richardson, Dover, Maine.  
James Condra, Spokane, Wash.  
Marion H. Crawford, Marion, N. C.  
Albert Hammond, Kent, New York, N. Y.  
Hawthorne.  
Peter Young, Court, Hazleton, Pa.  
Louis.  
James E. Myers, Huntington, N. Y.  
Frank Perry, New York, N. Y.  
Mansfield.  
Irving Kurash, New York, N. Y.  
John J. Down, New York, N. Y.  
Hart Goldwasser, New York, N. Y.  
Brent C. Tipton, York, Pa.  
Andrew.  
Andy Adkins, Lima, Ohio.  
Charles Edward Allen, Albany, N. J.  
Guy Allen, Livingston, Ill.  
Louis Caplet, St. Xavier, Mont.  
William Cline, Philadelphia, Pa.  
Louis Coudler, Lombardville, Pa.  
Peter Coudler, Nanticoke, Pa.  
William C. Cox, Dallas, Tex.  
Henry F. Gertler, Somerville, Mass.  
Amelie Gumpelstein, Philadelphia, Pa.  
Robert B. Gumpelstein, Philadelphia, Pa.  
Anthony Gumpelstein, Philadelphia, Pa.  
George P. M. Jones, New York, N. Y.  
Leo J. Klein, Chicago, Ill.  
William F. Kline, Pittsford, Minn.  
Norman E. Lovell, Springfield, Neb.  
Wayman McGee, Albany, Wis.  
John W. Olson, Detroit, Mich.  
Ralph Pansini, Highland, Conn.  
Walter Rasmussen, Baymen, Pa.  
James James Rums, Grand Valley, Pa.  
Bert Stupp, Pottsville, Pa.  
Wm. Stupp, Pottsville, Pa.  
Wm. Stupp, Pottsville, Pa.  
William Thelen, Dakota, Iowa.  
Frank Tamm, Norfolk, Ill.  
Bert Jacob Tamm, Norfolk, Ill.  
Alex Jacob Tamm, Norfolk, Ill.  
Fred Jacob Tamm, Norfolk, Ill.  
Michael J. Brennan, Brooklyn, N. Y.  
Willard F. Brown, Pleasant Garden, N. C.

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NOW ORGANIZING NEEDS MEN  
IMMEDIATELY. CAN YOU QUALIFY TO GO TO FRANCE?

Send us Your Mail Orders.

Cor. Main Ave. and San Antonio St.

Private Branch Exchange 2300

Phone Orders Promptly Filled.

# A Profitable Opportunity

## Shopping Next Week at The Popular Is Time Most Profitably Spent The Autumn Season Is Now In Full Swing

JUST as if a signal has been given, men and women begin to think of new clothes and warm coverings. Shopping here next week will prove in every way great wisdom and foresight, as well as profit.

### New Arrivals in Charming, Individual Ready-To-Wear

A New Showing of Fall Suits, Coats and Dresses As a matter of fact, these new garments have but lately come in by express from New York, and therefore show the very latest styles of the season.

Practically every style developed in one way or another is to be found in the extensive showing you will find here on display, and surely every desirable style sanctioned for this season's wearing.

### The Suits--

In the suits there are garments of Oxford cloth, evoa, duvet du laine, duvette and velour; trimmings—if any—are of fur. Special displays at \$25.00, \$34.50 and \$49.50.

### The Dresses--

Are made of various fabrics such as jersey, velour, gabardine, Georgette, crepe de chine, tricolette and taffeta, and show many new effects in designing. Special displays at \$19.50, \$29.50 and \$39.50.

### The Coats--

As for the coats, we doubt if there has ever been a showing of Fall garments showing such smart simplicity and such beautiful effects as you will find now. Special displays at \$25.00, \$34.50 and \$49.50.

The showings above are worthy of a special trip to the Fifth Floor and we believe the most extensive we will make this season. See these displays Monday without fail.

## Millinery--One Special

THE Millinery Section shows many new arrivals. In addition, our own workrooms have added some especially beautiful styles for next week. The newest ideas in low crowns and irregular brims are shown. Velvet, poplin, faille, soft taffeta, angora and chenille are the principal fabrics. Wings, ribbon bows and ostrich effects are the best developed trimmings. You'll be delighted to find that nearly every model will prove becoming to you. You will also be delighted to find that prices are several dollars lower than the styles would indicate.

Special at \$5.00--For next week's selling we offer new striking models in Lyons silk velvet and Panne velvet hats at the nominal price of \$5.00. (Fifth Floor)

## Furs For Gifts

We Could Not Give You Better Advice Than To Buy Furs Now

SINCE the War Industries Board has requested that all persons intending to make Christmas gifts buy them early, you can well understand that the choice pieces and choicest styles will go to those who purchase first. Buy your Christmas furs while our stocks are now so very complete. Three classes are featured—the all enveloping garments such as long coats and large capes; the short coats and coat effects; and stoles, collars and animal scarfs. Short coats and capes generally show deep yoke and large collar effects. The favored furs are Hudson seal, mole, squirrel, nutria, muskrat and mink, with fox leading for scarfs and stoles. Fur garments are usually trimmed with contrasting fur. Furs will be necessary to every fashionable woman. (Fifth Floor)

## Buy Munsingwear Now

IT is a fortunate circumstance and only through our foresight are we able to offer complete stocks of Munsingwear for men, women and children. You now have your choice in cotton, merino, silk and wool. The Munsingwear Children's Munsingwear separate garments range in price 50c and up. Children's Munsingwear union suits range in price \$1.00 and up.

We have just received a new shipment of "Molly Munsing." This is one of the cleverest of all the dolly cut-outs. Little girls can dress up "Molly Munsing" to their hearts' content. These will be given free to all little girls who visit the Munsingwear Section on the Main Floor and ask for them.

### Casualty Corrections.

Wounded severely, previously reported missing:  
Private T. P. O'Leary, Williamsburg, Ky.; Emmett J. Goshorn, Fort Wayne, Ind.; Charles P. Varnell, Fort Riley, Kas.; Frederick A. Cox, Waukegan, Wis.; Arthur Gray, Cedar, Ky.; Thomas H. Brown, Chicago, Ill.; Robert E. Smith, New York, N. Y.; Alexander H. McBeth, Sunny Lake, N. Y.; Walter M. Nelson, Chicago, Ill.; George A. Bickel, New York, N. Y.; Joseph H. Beck, East Weymouth, Mass.; Harold B. Russell, Grand Rapids, Mich.; John H. Smith, Oak Harbor, Wash.; John Thomas, Scranton, Pa.; Chas. H. Thompson, Wilmington, Del.; Harold L. Wolford, Greendale, Conn.; Barrie J. Dean, Oak, Ala.; William Fred Fuller, Newton, Kans.; Andrew Joseph McSweeney, Burlington, Vt.; Charles H. Mantley, Toledo, O.; Sylvia Mitchell, Chicago, Ill.; Andrew Smith, Kildare, Ill.; Leonard Sargent, Painesville, La.; Jas. R. Strohman, Greendale, Conn.

Wounded, degree undetermined; previously reported missing:  
Private Wm. H. Hester, New Mexico; Wm. Louis R. Jantzen, Fort Totten, Minn.; Antonio Prall, New York City;

### FIFTH CAVALRY BAND TO OFFER BUGLE SONG SUNDAY

"Oh, How I Hate to Get Up in the Morning" is a bugle song the Fifth Cavalry band will offer in its Sunday concert program from 8 to 9:30 p. m., at the parade ground bandstand, Fort Bliss. The program, furnished by Lieut. Edgar J. H. Bush, conductor, follows:  
"Rhapsody, Mazurka".... Pryor March.  
"If I Were King".... Adam Watta.  
"Mighty Lak a Rose".... Nevin Selection.  
"King Pin".... Taylor Vocal solo by musician H. E. Gray.  
"Where the Black Bird Sings".... Whiting.  
"So Long, Mother".... Van Alstyne Selection.  
"Reminiscences of Verdi".... Godfrey.  
Lieutenant Edwin S. Betts, Allen, Ill. Corporal J. J. O'Rourke, Detroit, Mich. Private John J. Aldridge, Pollock, S. D.; Armand P. Burton, Cranston, Va.

### LIET. WALLACE OVER SAFELY.

First Lieut. Charles E. Wallace, from Pittsburgh, Pa., whose wife and child reside at 2181 Aurora street, El Paso, has arrived safely overseas with a machine gun unit of the army, according to advices received here. He left here in June with a ship unit for Atlanta, Ga.

### How Are Your Eyes?

If they give you trouble—at all—better have them examined. Correctly fitted glasses eliminate many ills. You can't be comfortable or free from headaches and nervousness if you need glasses and go without them or stick to the old lenses too long. Have our expert optometrist examine your eyes. Since 1904 our optical service has been the standard in the Southwest. Need glasses? Ask Segall.

### El Paso Optical Company

In the Middle of the Block Between Oregon and Main at 188 Texas Street. Advertisement.

### Everything for your building. Lumber

Hotel Laughlin rooms are all steam-heated and have plenty hot water. Most comfortable rooms in El Paso. 211 W. Franklin. Phone 2483.—Adv.

### Let's Talk Paint. Lander Lumber Co.

—Adv.



## Begin Your CHRISTMAS Buying Now

THE Government requests that Christmas Gift shopping be done now. The transportation and manufacturing facilities of the nation must not be congested in December. Shopping early thus becomes a patriotic duty.

THE POPULAR is ready with a plentiful supply of articles suitable for all times of the year. This is a great storehouse of the rare and beautiful—from all parts of the world. Our Toy Section is a permanent exposition for children; our Home Furnishing Section on the Sixth Floor is replete with useful gifts; the entire First Floor contains thousands of suggestions; and the Men's Department offers a superior service to those who buy for men. Every department at The Popular is ready to help you obey the Government's injunctions.

Many factories previously engaged in making gift articles are now working 24 hours a day on Government contracts. Many customers will be disappointed if they delay choosing Christmas gifts.

### Gifts to France

Shipments to men in the Expeditionary Forces should be made before November 15. The size of the packets is limited by government regulation. Arrangements with our Paris and London offices permit us to accept orders for gifts of any kind or size to be filled abroad.

Shipments of Christmas gifts out of town should be made before December 5 by government orders. The forwarding facilities at The Popular are at your disposal.

### Gov't Requests

- 1.—That customers make selections in the store whenever possible.
- 2.—That shopping be done during the early hours of the day.
- 3.—That as far as possible customers carry their own packages.
- 4.—That merchandise to be returned for credit be in the purchaser's possession not longer than three days.
- 5.—That deliveries be reduced to one a day.

## Buy Now---Send Now

THE POPULAR in years past has proven to be the one store in the Southwest that always proved a veritable Gift House for every member of the Christmas family. It is again this year, and is carrying out the Government's request. We have assembled articles of a useful nature that will prove an added pleasure to recipients. The Popular invites you to begin your Christmas buying Monday.

## It Is Getting Too Cool To Be Without Blankets

MANY of our customers have taken our advice and bought blankets before this. They looked at it this way. I need blankets; I will have to get them soon; I am being told that there is a possibility of blankets being hard to secure if a rail road congestion occurs as was the case last year; I am able to buy blankets at very moderate costs now at The Popular; I'm going right ahead and buy blankets I need.

The following will give you an idea of how prices range, but you must come and inspect the blankets themselves to appreciate Popular blanket values.  
Good cotton blankets at \$1, \$2, \$2.45 and \$2.95.  
White wool blankets at \$5.95, \$7.50, \$9.50 and \$11.50.  
California blankets at \$5.95, \$6.45, \$7.45 and \$12.50.  
"Beacon" blankets at \$2.95, \$3.95, \$5.45 and \$7.50.  
Wool plaid blankets at \$5.95, \$7.45, \$9.50 and up to \$26.50.  
Colored wool blankets at \$5.95, \$6.95, \$9.50 and \$10.00. (3rd Floor)

## DOWNSTAIRS STORE

We Are Sacrificing Profits During These Wartimes

But the war will be over soon. Two months—six months—a year—two years, even. But that is a comparatively short span compared to the many years The Popular will still continue to thrive after that. And after the war—

Our customers and every person in El Paso and the Southwest will look back and realize that there was a store willing to do its share when that help meant a great deal to them. We feel almost certain even now that every dollar less in profits during this period will be repaid tenfold after the war, not only in increased business, but in confidence.

We are happy to be in such a splendid position to help our customers, advise them, save for them.

The above is particularly true of our Downstairs Store. There isn't a day in the week that we do not sacrifice profits for customers. For this next week you will find the following to be unusual values.

## Silk and Satin Dresses

For next week's selling we have arranged 100 silk and satin dresses in three groups. All these dresses represent the very best styles of the season and are well made and variously trimmed. When you come Monday you will find that we have sacrificed profits considerably on these three groups.

GROUP NO. 1—Dresses in values up to \$12.50, special at \$8.95.  
GROUP NO. 2—Dresses in values up to \$15.00, special at \$10.95.  
GROUP NO. 3—Dresses in values up to \$20.00, special at \$14.95.

In addition to silk and satin dresses we have arranged three groups of serge dresses in various colors and styles and made them an attractive downstairs special at \$6.95, \$8.95 and \$10.95.

The next time you buy calomel ask for

alotabs

The purified calomel tablets that are entirely free of all sickening and salivating effects.

Medicinal virtues easily improved. Guaranteed by your druggist. Sold only in sealed packages. Price 35c.

The Fuel Administration Says Save Coal?

## Are You Doing Your Part?

You can do so by lining your home with Beaver Board. Keeps the cold air out and the warm air in. Call on us and we will show you.

Rheinheimer Lumber Co.

Phone 498 Piedras, Alameda and Myrtle. Whatever you do buy Liberty Bonds.

## Use Herald Want Ads